



Target Audience

Please use this guide to help you identify potential women of influence in your community.

How to identify potential participants

Step 1: Get to know the different sectors of the community. The following are examples of some of the large and powerful social structures which guide and control much of the community's life.

- **Schools**, especially public schools, local colleges and universities, and possibly private and parochial schools
- **Churches**, which may also include organizations and groups within the churches -- and across all churches, as in interfaith or ecumenical groups
- **Businesses**, particularly large employers, and/or profitable businesses, acting singly or through collective groups such as the chamber of commerce
- **Media**, including local newspapers, local radio and TV stations, local cable television, and other community-wide print publications
- **Government**-town or city government; in some cases county government as well
- **Healthcare organizations** – Clinics, hospitals, public health officials, social service agencies



Step 2: Identify and list key potential members within each sector.

- Finding specific names and contact information does not have to be difficult.
- The yellow pages can be an excellent source. It's not a bad idea at all simply to leaf through each page, from Accounting to Zoning if need be. This will trigger ideas. General stopping points: the main institutions listed above -- churches, schools, newspapers, for example--as well as associations, clubs, social service organizations. Also note categories in your special area of interest, such as health, women, etc. Note also that many phone books also list local services in a special section up front.
- Many communities publish their own town guides, with listings similar to the Yellow Pages, but just for one community. Sometimes these are sold in stores. Other times, they may be available in the public library, or town hall, or through groups such as the League of Women Voters. Large cities may also have their own neighborhood guides, published by city government or sometimes neighborhood associations. Check around.
- Does your community have an online web page with subscribers?
- Check with the United Way for a list of service agencies.
- Are there contact lists that you can borrow from or trade with other people, who have made up their own lists before. Why reinvent the wheel?

- Ask your friends and colleagues. You can say, "Who would be a good person to...?" or "Who would I call if I wanted to...?". Don't hesitate to ask.

Step 3: Make your contact list.

- Be generous. Take down more names than you may need. If in doubt, write it out. You can always whittle down your list later.
- Cast a wide net, but specialized net. You never know who will be interested in your event.
- Get personal details. Record the name, address, and phone of a group that you are interested in and call to get names and titles of key staff.
- Read your newspaper and clip items that relate to potential invitees of your group. If you are serious about membership, you may well find at least one or two potential new individuals or group members in each issue. You can keep those clippings in different file folders, without drowning in paper.
- Prioritize your list, if necessary.

The above was adapted from The Community Toolbox <http://ctb.ku.edu>.